

Store Hours 9 to 5:30
Closed every Saturday until
Labor Day
Telephone Fitz Roy 6100

R. H. Macy & Co.

HERALD SQUARE Inc. NEW YORK

For Details of Our Semi-Annual Sale of China and Glassware and other Merchandise See Page 22.

Fall Coats and Wraps



Our new coats have arrived, and they are too lovely to attempt to describe except in a general way.

The materials—such as Bolivia, veldyne and marvella—are delightfully soft and warm. Among the colors are many new shades—Suchow, Pineneedle, Zanzibar and Dryad—all so rich and deep that they vie with the autumn foliage.

There are full loose coats, also belted models. Some are fur-trimmed, others are plain. All are beautifully tailored and silk lined.

Prices range from \$39.75 to \$224.50. We illustrate two from our large assortment.

A. Blue wrap of cashmere duvetyne with collar and cuffs of Australian Opossum. \$149.00
B. Gray wrap of cashmere duvetyne with squirrel collar. Trimmed with embroidery in back and on sleeves. \$214.00

MACT—Main Floor, Broadway, Centre.

A most important accessory to the really smart costume

Women's Gloves of Quality

Pull-On Cape Walking Gloves \$4.69

Made of selected leather, full pique sewn, gusset at wrist, with strap and clasp. Paris point back. In desirable shades of

Brown, mastic and beaver.

Real French Long Kid Gloves

Are favored by some women for all-season wear. We have just received a new shipment from abroad of fine gloves with over-sewn seams, in brown and white, priced as follows:

6 button length	\$4.69
12 button length	\$6.19
16 button length	\$6.94
20 button length (White only)	\$7.94

MACT—Main Floor, Front.

Distinctive Blouses for the Coming Season



The last word in blouses, according to our representatives in Paris, is short sleeves for dress—long sleeves for tailored blouses. And materials will be georgette, charmeuse and taffeta.

We have a number of blouses which correspond with the information from Paris. They are so charming they are quite irresistible. We illustrate two of the more elaborate models.

One of bisque georgette with panel front and back of black georgette trimmed with ecru braided design in squares. \$26.75 tax \$1.18

The other of gray georgette with panel of gray and gold metal cloth front and back. Accordion pleated ruffles on the sides add a delightfully new touch. \$29.25 tax \$1.43

MACT—Third Floor, 34th Street.

Gowns for Fall Afternoons & Evenings

Gowns in autumn colorings have come to take their place in the new season's array.

We have received a number of very beautiful afternoon and semi-evening gowns in new and charming designs. The general tone is dark—lovely browns and blacks—with touches of bright autumn colorings. The trimmings are beads and ribbons, cunningly designed. And always the waist line is long—the effect is straight.

Semi-evening gown of bronze. The underdress is rust color. The overdress is brown chiffon beaded with bronze beads. The sash is rust color grosgrain ribbon veiled in brown chiffon. The effect is, of course, charming. (Illustrated.) \$239.00

Semi-evening dress of brown chiffon trimmed with brown lace. Draped skirt with lace inserts. Two-toned girdle of tan and King blue with long sash end. \$106.00

Afternoon dress of black crepe-back satin with beaded band around neck and sleeves. Skirt heavily embroidered with beads and taffeta ribbon roses add a French touch to the design. The sash of satin is lined with King blue chiffon, as are the cuffs. \$189.00



Afternoon gown of black crepe-back satin. Trimmed with embroidery and black moire ribbon loops. The collar and vest are of tucked net with filet insertion. Short sleeves trimmed with loops of moire. \$164.00

Brown crepe-back satin afternoon gown. The skirt is trimmed with eyelet and French knot embroidery in a fascinating design. Cuffs and vest of fine ecru embroidery and filet lace. The collarless neck is particularly attractive. \$139.00

Black charmeuse afternoon dress with broad girdle of taffeta embroidered in bronze and jet beads. The taffeta sash ties on the side in a large bow with sash ends. The ends are finished with fringe. Dainty collar of Valenciennes lace. \$134.00

Brown crepe-back satin afternoon dress. Waist of chiffon ending in satin girdle. The skirt is narrow with embroidered panels on sides. Also embroidery design on front in brown and tan beads and silk. Girdle and cuffs are lined with sand crepe de chine ending in bow sash with long ends. \$127.00

MACT—Third Floor, 34th Street, Rear.

Youthful smartness expressed in terms of velvet and silk in these

New Fall Frocks for Girls

of six to twelve years.

Small duplicates of Mother's new frocks, enlivened with bits of bright handwork or simplified by a skilled hand to youthful requirements. These frocks surprise by their low prices and delight with their charm.

AT \$15.74

Frock as illustrated, A. Of soft, lustrous taffeta, this straight little kimono sleeved model is effectively trimmed with bright worsted hand stitching. Fashion strikes a new note in the small appliqued patent leather flowers which bloom along the hem. Navy, Brown and Copenhagen.

AT \$19.74

Frock as illustrated, B. What small maiden would not be delighted with a frock which boasted of a rich velvet skirt and a glimmering satin blouse? And the deep, round neck has a yoke of heavy velvet, while the short sleeves are cuffed with it. A wee, narrow sash of satin ties at the back.

Black, Brown and Burgundy.
MACT—Third Floor, 34th Street.



Autumn Fashions in Furs

The secret of beautiful furs lies in superior skins—perfectly matched and faultlessly modeled according to the latest mode. Having selected our furs with this in mind we are prepared to offer our customers beautiful furs.

Furs have never been more lovely. The designers seem to have reached a perfection this year which they have never before attained. They have combined furs in such a way that no part of their beauty is lost—in fact it is enhanced by the combination.

"Shopping" for furs in midsummer is not a pleasure. But it is not necessary to "shop" if you make a selection in our Fur Department. We maintain a staff of experienced and efficient shoppers to assure us that our prices, quality for quality, are the lowest in the city, and we are sure we can satisfy your desires.

You may have your selection held in our storage vaults for 60 days upon payment of 25% of the purchase price.



MACT—Third Floor, Front.

Black caracul foreign dyed coats, 40 inches long, full flare belted model with deep cape collar and cuffs of self fur. \$249.00

With Australian Opossum collar and cuffs. \$249.00

50-inch Black Caracul Dolman, foreign dyed, deep collar and cuffs of self-fur. \$324.00

36-inch Hudson Seal coat (dyed muskrat). Full flare model with bell sleeve and deep cape collar. \$349.00

36-inch Hudson Seal (dyed muskrat) coat. Deep collar and cuffs of full furred skunk. \$439.00

36-inch Hudson Seal coats (dyed muskrat). Extra full flare model, deep cape collar and cuffs of beaver or natural squirrel. \$496.00

50-inch Hudson Seal cape wrap (dyed muskrat). With deep collar to waist. \$589.00

Black Pony coats, 36 inches long, with deep collar and cuffs of natural Raccoon. \$149.00

Hats for the First Cool Days



Paris ideas in Fall millinery are truly fascinating, and every woman who loves a distinctive hat must feel their charm. We are showing a large and varied assortment of early Fall hats and they reflect Paris in every line.

There are large hats for dress, trimmed with ostrich or galalith ornaments or lace; small toques with flowers of silk or wool embroidery. Small soft hats with pliable brims, trimmed with ribbon or veils. The materials most used are silk, velvet, duvetyne and panne velvet.

The trimmings are many and varied, all charming and new, but the features deserving special mention are softly draped veils and filmy Chantilly lace. Colors are generally dark with a bright King blue or rose shade to break the monotony. The effect is charming. We show two hats which were selected at random from our collection. One is of soft brown velvet with bow and streamer of brown ribbon. The other is of black panne velvet with off-the-face brim of loop upon loop of narrow velvet ribbon of King blue. An attractively draped veil adds the finishing touch to this hat.

MACT—Second Floor, 34th Street, Front.

Misses' Frocks of Practical Serge

\$24.74

A slight tendency to longer waistlines which is evident in the more expensive frocks is also found in this inexpensive serge one. The waist is embroidered with self-color silk and the skirt is pleated. Fine tailoring is evident throughout, in the nicely fitted sleeves, the shoulders and the plain neckline. The sash is long and narrow.

In Blue and Black.
Sizes 14, 16, 18 years.

MACT—Third Floor, 34th Street.



New Fall Models in Women's Footwear

Modish Shoes are Essential to the Fall Wardrobe. To many women Fashionable Footwear means simply MACT

Fall shoe fashions decree that the wardrobe of milady should contain at least one pair of comfortable, good-looking walking shoes that are equally serviceable for morning and sports wear.

The new models anticipate the needs of the active woman in their sturdy, comfortable leather, that sacrifices none of the smartness of style that Fashion demands.



MACT—Second Floor, Rear.

The high shoe (illustrated) is made of Norwegian grain leather, with full outside wing tip with many perforations. Medium weight soles and straight leather heels. Tax 59c. Price \$15.89

The oxford (illustrated) is a smart walking model of Norwegian grain leather, wing tip and Blucher pattern. Comes in either black or tan. Tax 29c. Price \$12.89

A particularly well-tailored model which will fill every need for a practical, smart, yet inexpensive costume for Fall.

Women's Tailored Suits \$59.75

The model shown in Rayonier velour, diagonal or imported worsteds.

The attention to detail which is one of the most striking features of these suits is rarely found in models so reasonably priced. The coat is long, well fitting and relies on bound buttonholes, two narrow box pleats down the back, and its slim buttoned belt for its attractiveness. Two slash pockets, one above the other on each side of the front. Coat lined with prettily patterned printed silk.

In Navy, Brown and Grey.
Sizes 34 to 44

MACT—Third Floor, 34th Street, Rear.

